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Planning For 2nd Annual River Street Festival Underway

For Immediate Release
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(April 7, 2005- TROY)- The date is set, organizers are busy, and input and ideas are being sought as the planning for the Second Annual River Street Festival is underway.

The date for the bash is set for June 18th and will again take place along River Street in historic downtown Troy. Much like 2004, organizers are busy spreading the word and signing up arts, antiques, crafts and food vendors for the June event, which is set to coincide each year on the weekend before summer. The hours of the festival will be from 10 a.m. to 5 p.m.

The festival was put together quickly last year by City Hall and local merchants looking to bring new visitors into the downtown area. It was a resounding success, as more than 6,000 people shopped and relaxed in Troy last year for the one-day festival, and this year, organizers are looking at the event to be just as successful.

“The amount of work that went into the festival last year in such a short period of time was amazing,” Troy Mayor Harry Tutunjian said. “But the pay off was terrific when we saw the enormous crowd, on bright Saturday afternoon, shopping, eating, and enjoying all that the River Street area has to offer.”

The musical acts this year will be announced in later this month, and promise to be just as intriguing and popular as the 2004 show. Magician Jeffrey Jene, who drew enormous crowds throughout the original festival, has also committed to the 2005 event.

A group led by Dana Rudolph from Dana Rudolph and Company, who is co-organizing the event, will jury all of the arts and crafts. Rudolph said she was surprised at how quickly the festival came together last year, but was more than pleased with the outcome. In October, Hudson Valley Magazine named the River Street Festival the Best New Festival in the Hudson Valley.

“It really was a great day for all the shops along River Street, the residents of downtown Troy, and the people who love this City,” said Rudolph, one of the original organizers of Lark Fest in Albany. “This year, we’re expecting bigger crowds, and hope that everyone will spread the word early and often about what a terrific festival this is.”

Anyone interested in becoming a vendor for the festival is asked to contact Dana Rudolph at 273-4532 or at troyevents@yahoo.com. Applications are also available at www.troyny.gov. Sponsors of the events are also being sought after. Interested parties can contact Deputy Mayor Dan Crawley at 270-4644.

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